Submitted by: Kimberly Detterbeck
Kimberly.detterbeck@purchase.edu
914/251/6406

Chair: Kimberly Detterbeck
Executive Board Liaison: Martha González Palacios
Committee: Kimberly Detterbeck, chair (returning), Stephanie Grimm (returning), Rebecca Young (new), Skye Lacerte (new), Maggie Long (new)

2012-2013 Activities
The Membership Committee engaged in a limited number of different initiatives over the past year due to turnover in the composition of the membership committee. The Committee still struggles with attracting volunteers to serve on the Committee and commit to projects. As the Membership Committee meeting at the 2014 conference, the Committee hopes to attract new members for the 2014-2015 year. A summary of our activities is below.

New ARLIS/NA Membership Brochure
The Membership Committee’s top priority for this year is designing a new membership brochure and a complementary bookmark. Every year the Membership Committee is asked by ARLIS/NA Chapters and outsiders organizations for an informational brochure about the Society to distribute at conference, job fairs, student activity fairs, and other similar events. The Membership Committee also distributes the brochure at the membership table at every ARLIS/NA annual conference. Even in a thoroughly electronic world, the brochure is an important recruiting and informational tool for the Society and increased our profile to outside groups and professionals.

The Membership Committee is excited to be (finally) beginning our work in earnest on the new membership brochure. We had a very fruitful meeting with the MOQ chapter of ARLIS regarding our collaboration. The Membership Committee will be working with the MOQ chapter along with the intern they hire with the funds from the Board to create a graphic interesting and modern brochure for ARLIS/NA. The Membership Committee is grateful for this collaboration especially given that none of the MC members are graphic designers! The goal is to have the brochure match in style to the new website (when it is released). The brochure will be in three languages and will have a small blank, editable section for each Chapter to add local and customized information (for example an upcoming event date, the chapter’s own website, a call for volunteers, etc).

The MOQ Chapter aims to have the intern hired by Fall of 2014, at which time we will begin to design the brochure.
**Student Outreach Project**
Continuing with work begun last year, the Membership Committee is developing ways to reach out to LIS students. Stephanie Grimm is the leader on this project. We have started with a draft to university and college listservs with MLIS/MLS degrees. Stephanie is the ideal leader for this project as she is also a part of ArLiSNAP. She especially focusing on student members of chapters as chapters tend to have higher amounts of student members (since some chapters offer no or very low membership dues).

**LinkedIn**
Committee chair Kimberly Detterbeck took over maintaining the ARLIS/NA group presence on LinkedIn, and used the LinkedIn group membership request queue to target nearly 350 potential members with information about ARLIS/NA membership. Responses were overwhelmingly positive, and a number of those contacted responded that they planned to join the society.

**Direct Outreach Activities**
Membership Committee members have also begun monitoring *Art Documentation* and other publications for potential new members for the society and contacting them directly with information about joining. The Committee decided to contact potential members using paper mail as opposed to email to attract more attention.

**Featured Libraries on AWS**
“Featured Library” is meant to be a counterpart to WoMaS. “Featured Library” will highlight an art/architecture/design library from the United States, Canada, and Mexico. “Featured Library” segments, also to be included on the ARLIS/NA homepage, will be longer write-ups about a library; possible topics might include the history of the library, collection strengths, major or special collections, recent acquisitions, library exhibitions, or any notable innovations. “Featured Library” articles are meant to be slightly longer than WoMaS write-ups and are to include a variety of photographs. “Featured Library” and WoMaS will appear on the ARLIS/NA homepage on alternate months. The objective of the “Featured Library” essays is to encourage information and idea sharing among art libraries across North America beyond that of the annual conference. Skye Lacerte is leader on this project.

**What our Members are Saying (WOMAS)**
Committee member Maggie Long continued to oversee the WOMAS initiative, selecting and contacting an impressive group of ARLIS/NA members to be featured on arlisna.org. She has made a major improvement to the process by assembling a list of prompts for members who volunteer to be featured to respond to. Developing a list of questions is a response to comments from WoMaS featured members that they weren't sure what direction their write-up should take. Maggie has also decided to feature four librarians from the Washington, D.C./Maryland/Virginia region to highlight during the month leading into and of the 2014 conference. The layout of the WOMAS page on the new arlis.org allows for the feature of four members at a time.

**Membership Table**
As in past years, all committee members staffed a table in the Annual Conference Exhibit Hall. The Membership Committee again distributed clementines to attendees who stopped at the table in addition to ARLIS/NA brochures, which were popular as in years past. The Membership Committee plans to again stock its table for the 2014 conference but this year we will have a table by the registration desk, as the Exhibit Hall is completely sold out.

**ARLIS/NA Membership Brochures**

Committee chair Kimberly Detterbeck worked with ARLIS/NA headquarters to order a small supply of brochures for the SLA Conference and to sustain member requests through the next year.

**Strategic Plan Progress**

The Membership Committee was mentioned in a primary or support role in 7 of the current Strategic Plan’s Action Plan items. A summary of our progress on these items is below.

*Action Plan Item:*

**Goal I: Articulate New Directions and Identity for the Profession**

A. Identify new membership and development opportunities to move the profession forward.

***1. Develop innovative outreach efforts to increase membership recruitment, retention, prospects and sponsorship from both familiar sources and emerging frontiers.***

**Partner(s):**

Development Committee  

**Status:**

In Progress

- Lapsed Member Project - email sent to all lapsed ARLIS/NA members encouraging them to return to the society with a one-time discount in the membership rate. This project will be revisited in 2014-2015 and repeated.
- Referral Project - discount offered to society members who refer a colleague to the society
- LinkedIn Project - messages sent to each LinkedIn account holder who requests ARLIS/NA affiliation and who does not have an active society membership

*Action Plan Item:*

**Goal II: Expand Mentoring, Management and Transition Skills**

A. Introduce additional mentoring opportunities that increase the possibilities for informal and less structured support and learning experiences for new professionals.

1. Encourage opportunities for early career professionals to serve on ARLIS/NA and chapter committees.

**Partner(s):**

Executive Board, EB Chapters Liaison, Professional Development Committee

**Status:**

Not yet Started

*Action Plan Item:*

**Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy**

A. Expand the Society's programs to attract those new to the art information profession and those from a diverse range of institutions.
1. Schedule appearances at college job fairs to promote art librarianship as a potential career path for students and to promote student membership in ARLIS/NA.

   *Partner(s):* Diversity Committee, Executive Board Chapters Liaison, Professional Development Committee

   *Status:* In Progress
   - Diversity Committee sent a survey to gather data about LIS job fairs and other information about current recruitment practices across the society
   - Student Project: data gathered about LIS student list servs and student involvement in chapters across the society as well as information about chapter rates for students

*Action Plan Item:*

**Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy**

**A.** Expand the Society's programs to attract those new to the art information profession and those from a diverse range of institutions.

***2.*** Design and distribute an outreach resource kit for Divisions and Chapters to help promote ARLIS/NA as they connect with local LIS program events, open houses or job fairs.

   *Partner(s):* Professional Development Committee, Communications and Publications Committee

   *Status:* Not yet Started

*Action Plan Item:*

**Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy**

**B.** Foster partnerships and affiliations with other professional organizations by identifying opportunities for dialogue and collaboration.

1. Identify organizations with common interests, based upon ARLIS/NA members who have membership in other professional organizations, to be targeted for affiliation.

   *Partner(s):* International Relations Committee, Executive Board Affiliate Organization Liaison, Membership Committee

   *Status:* Completed
   - Created a spreadsheet of potential affiliate organizations based on member-reported data gathered at the time of renewing or creating an ARLIS/NA membership.

*Action Plan Item:*

**Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy**

**D.** Promote active chapter involvement as a vital stepping stone towards future societal leadership.

2. As part of a first-time attendees' annual event, dedicate time for chapter chairs to pitch their chapters' activities.

   *Partner(s):* Executive Board, EB Chapters Liaison, Conference Planning Advisory Committee

   *Status:* Completed
• Chapter chairs now have a time slot during each first-time attendees event during which they can share their activities with potential new members.

Action Plan Item:
Goal IV: Emphasize our Collections and Stewardship Role
A. Provide a framework and forum for resource sharing collaborations between members and outside institutions, organizations and consortia.
2. Determine areas of potential collaboration related to resource sharing with other organizations by identifying and working with ARLIS/NA members already affiliated with outside groups.

Partner(s):
Executive Board Affiliated Organizations Liaison

Status:
Not yet Started